

REP HEADLINE# 6382804 TRF# 499303
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$
REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES NOV1/12 22.59
*** WFSB-TV ***

ADV #	ADV. NAME	POLI / L MCMAHON / R / SEN / CT	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	MENTZER MEDIA SERVICES, INC.	BUYER NAME	ANNE BRAUNSCHEIDEL	
		600 FAIRMOUNT AVENUE, SUITE 306	SALES PRSN	WA- HEATHER UTTLEY (H)	
		TOWSON, MD 21286			

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ORDER WORKSHEET

HARRIS REPORT FROM REP

NOV1/12 22.59

*** WFSB-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	S		1230P-200P	60		\$600.00	11/5	11/6	1		M-TU	1
PROGRAM : SOAPS RA35+ : 2.0 CON COM1: SOAPS												
NOV/12 115500.00						CONTRACT TOTAL 115500.00						
						TOTAL SPOTS 30						

MARKET TOTALS \$271,395
WFSB 43%
WTNH 19%
WVIT 20%
WTIC 17%
WCTX 1%
WCCT 0%
WHPX 0%
CABL 0%

SHARES ESTIMATED

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

Contract / Revision 499303 /		Alt Order # 06382804
Product LINDA MCMAHON 4 SENA		
Contract Dates 10/30/12 - 11/06/12		Estimate # 1515
Advertiser McMahon for Senate		Original Date / Revision 11/02/12 / 11/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WFSB	10/30/12	11/02/12	Eyewitness News	6:30am - 7am		1:00			NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				1	\$2,400.00			
2	WFSB	10/30/12	11/02/12	CBS: THE EARLY SHOW	7am - 9am		1:00			NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$1,600.00			
3	WFSB	10/30/12	11/02/12	9am-10am	9am - 10am		1:00			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$1,000.00			
N 4	WFSB	10/30/12	11/02/12	M-F CBS Soaps	1230-2p		1:00			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				6	\$600.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/29/12-11/04/12	M-F CBS Soaps	1230-2p	-TuWThF----	1:00		\$600.00	NM		
				Credited								
	3	WFSB	10/29/12-11/04/12	M-F CBS Soaps	1230-2p	-TuWThF----	1:00		\$600.00	NM		
				Credited								
5	WFSB	10/30/12	11/02/12	4p-5p Dr. Oz	4pm-5pm		1:00			NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$1,900.00			
6	WFSB	10/30/12	11/04/12	Eyewitness News	11PM - 11:35PM		1:00			NM	3	\$11,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T---F--S				3	\$3,800.00			
7	WFSB	10/30/12	10/30/12	NCIS	8pm-9pm		1:00			NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$14,000.00			
8	WFSB	10/30/12	10/30/12	Vegas	10pm - 11pm		1:00			NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$14,000.00			
9	WFSB	10/31/12	10/31/12	Criminal Minds	9pm - 10pm		1:00			NM	1	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$5,200.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 499303 /		<u>Alt Order #</u> 06382804
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Product</u> LINDA MCMAHON 4 SE
<u>Advertiser</u> McMahon for Senate		<u>Estimate #</u> 1515
		<u>Original Date / Revision</u> 11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
10	WFSB	11/02/12	11/02/12	Undercover Boss	8pm - 9pm		1:00			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$10,000.00			
11	WFSB	11/02/12	11/02/12	Blue Bloods	10pm - 11pm		1:00			NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$9,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/29/12-11/04/12	Blue Bloods	10pm - 11pm	-----F----	1:00		\$9,000.00	NM		
	See MG 11.2											
	2	WFSB	11/02/12-11/02/12	CSI:NY	9pm - 10pm	-----F----	1:00		\$9,000.00	NM		
	⑩ MG for 11.1 11/02											
12	WFSB	11/05/12	11/06/12	CBS: THE EARLY SHOW	7am - 9am		1:00			NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$2,600.00			
13	WFSB	11/05/12	11/06/12	9am-10am	9am - 10am		1:00			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$1,000.00			
14	WFSB	11/05/12	11/06/12	M-F CBS Soaps	1230-2p		1:00			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$600.00			
15	WFSB	11/05/12	11/05/12	4p-5p Dr. Oz	4pm-5pm		1:00			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,900.00			
16	WFSB	11/05/12	11/05/12	Inside Edition	7pm - 7:30pm		1:00			NM	1	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$5,600.00			
17	WFSB	11/05/12	11/05/12	Hawaii 5-0	10pm - 11pm		1:00			NM	1	\$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$19,000.00			
Totals											30	\$115,500.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	30	\$115,500.00	\$98,175.00
Totals	30	\$115,500.00	\$98,175.00

Signature: _____ Date: _____

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